

## The Riverina – Go with the Flow 2019 Marketing Campaign Post Campaign Fact Sheet

In February 2019, Destination NSW launched The Riverina *Go with the Flow* campaign in partnership with Destination Riverina Murray, Thrive Riverina and the Riverina councils. The aim was to increase awareness of The Riverina and its appeal as a holiday destination to couples aged 45-65 living in Sydney, Melbourne, Canberra and surrounding areas. With funding of \$125,000 from the NSW Government and a combined investment of \$450,000, the marketing program was the most significant ever to promote visitation to the region. The campaign, which ran between February and May 2019, included advertising on Facebook, Instagram and a suite of PR initiatives.



### The Objectives

- Encourage overnight holiday visitation to The Riverina during autumn 2019.
- Increase awareness and build appeal for The Riverina region as an overnight holiday destination.
- Increase intention amongst target audience to visit The Riverina as a short or longer break holiday destination, by showcasing the vast range of food and agritourism and nature-based experiences on offer.
- Differentiate The Riverina from its competitors via the new destination positioning and showcase the unique experiences on offer across the region.

### Key Outcomes

- More than 19 million impressions delivered via paid advertising channels and 1 million (full) views of the campaign video.
- 120,000 visits to the campaign website and more than 35,000 leads from people who visited the website to tourism businesses in The Riverina.
- An increase in the appeal of The Riverina; for example, 15% of people who were exposed to the marketing activity decided to visit the region for a holiday.
- Significant exposure for The Riverina through visiting media and PR including a dedicated Riverina episode on *Postcards TV*; destination features on *Sydney Weekender*, *Better Homes and Gardens* and *Getaway*; and articles in online and print media such as *Australian Traveller*, *Great Walks*, *NRMA Open Road* and *Australian Geographic*.

For more information on the *Go with the Flow* marketing program, please contact Richie Robinson at Destination Riverina Murray at 0418 439 202 or [richie.robinson@destinationrm.com.au](mailto:richie.robinson@destinationrm.com.au).